

MEETING NOTES  
**CENTRAL VALLEY SALINITY POLICY GROUP**  
**Steering Committee Meeting**  
**3-21-07**

COMMITTEE MEMBERS PRESENT:

Dr Karl Longley	Pamela Creedon
Michael Boccadoro	Rob Neenan
Michael Marsh	Steve Macauley
Bobbi Larson	Ken Tanji

1. Welcome, introductions and housekeeping matters

Dr. Longley welcomed meeting participants and announced that Bobbi Larson had agreed to act as recording secretary for the Steering Committee.

2. Review the need for a Central Valley Salinity Management Plan

Dr. Longley summarized the key points of a presentation identifying the need for a Central Valley Salinity Program. He noted that the project is on schedule.

3. Mission and Role of the CVSPG Steering Committee

Dr. Longley noted that the mission of the CVSPG is to “work in a collaborative manner to provide leadership, direction and insight during the development of a comprehensive Central Valley Salinity Management Plan.”

The mission of the Steering Committee is to “provide overall direction and management to the development of a comprehensive Central Valley Salinity Management Plan.” The Committee is charged with working toward a global solution and identifying funding to support the effort.

Dr. Longley also noted the role of the regional board: “protect the beneficial uses of receiving waters by actively regulating salinity in waste discharge requirements, permits, waivers and other orders issued by the Board.” The expectation of dischargers is that they will protect surface and ground waters by conducting source control and prevention studies; implement measures to control, reduce and eliminate salinity in discharges in accordance with requirements established by the Board; and to actively support and provide resources (time and funding) to the development and implementation of the long-term Salinity Policy. The goal is a sustainable future and the regional board is looking to discharges to support this effort.

4. Reports from the morning session

### Education and Outreach Committee

Gail Cismowski reported that the Committee first identified the types of stakeholders who will be recruited to participate on the Committee. These include the agricultural sector, particularly dairies and food processors; the Department of Public Health; the Bureau of Reclamation; California Department of Food & Agriculture; and environmental organizations.

She reported that the Water Education Foundation is preparing a documentary on salinity for the general public. The committee will provide input to WEF on the content. Additional funding may also be sought to produce a Spanish language version of the documentary in order to reach a larger audience.

The committee also discussed a “branding” approach similar to the Energy Star program to help direct consumer choices. The City of Fresno has already begun a program on detergents.

Bill Rukeyser will Chair the next meeting, which is scheduled for April 25, 2007 at 10:00 a.m.

### Social and Economic Impact Committee

Bobbi Larson reported that the Committee reviewed the mission and tasks of the Social and Economic Impact Study Committee. Then, the Committee received a briefing on the status of the social and economic impact study being conducted by UCD from Richard Howitt. He explained that the purpose of the study is to project economic impacts to 2030 if salinity controls and reduction are limited to existing regulations and programs. Among the major issues is to determine the impact of increasing salinity on water demand and usage in various sectors—urban, environmental and agricultural. He reviewed the approaches to addressing these.

Ms. Larson reported that Jerry Horner provided a summary of the Regional Income and Employment Impact model. The model can be used to estimate the cost of salinity buildup or, stated another way, the benefit of curtailing the effects of excess salinity.

Steve Macauley and Rob Neenan pointed out that there are existing studies that evaluate the costs of increasing salinity that can be used to assist in estimating non market values.

The Committee discussed additional members from local government and also the importance of participation from CAFOs and food processors. Linda Dorn agreed to serve as Committee Chair and Bobbi Larson will serve as recording secretary.

The next meeting is scheduled for April 27, 2007 at 10:00 a.m.

#### Technical Advisory Committee

Rudy Schnagl reported that the group heard a presentation from Dr. John Suen on data and modeling. The TAC has requested that the Regional Board provide a presentation at a future meeting regarding current Basin Plan and regulatory requirements and what the Board is currently doing with regard to permit limits and other controls. The TAC also is interested in a presentation on current salinity management efforts.

No chair and secretary have yet been selected. The next meeting is scheduled for May 7, 2007 and will include presentations from the wine industry and USGS.

In response to a question, Mr. Schnagl said the Committee would also be open to a presentation by Dr. David Sunding, who is conducting a study on behalf of Hilmar.

#### 5. Questions, comments and recommendations from the morning session

Dr. Longley noted that future meetings may be done by video conferencing in order to facilitate participation by all stakeholders

He also noted that the Steering Committee spokesperson will be the primary point of contact for media inquiries and that all subcommittees should work through the spokesperson.

Dr. Longley noted that the goal is to develop an organization that is representative and has a responsibility for fundraising. Additional public and/or private funds are needed to keep the effort going.

Daniel Cozad asked participants for feedback on how to make the meetings effective and how to ensure opportunities for input even when people are unable to attend the meetings. The Steering Committee needs to think about the next phase of the activity—what happens after the initial 12 to 15 months.

Steve Macauley requested a roadmap of the next two meetings in order to plan and prepare, and asked that 30 days notice of meetings be provided.

Pamela Creedon will put together a draft governance document for the next meeting to formalize the rules as to how the Steering Committee will operate.

#### 5. Next Meeting

The next meeting was tentatively scheduled for May 7, 2007, in coordination with the next TAC meeting.